

63 Per Cent of N. Y. State Cars Are Small Ones

Less Than 25 Rated Horsepower Is the Rule; Greater City Has Most of the High-Powered Machines

ALBANY, April 19.—Sixty-three per cent of the passenger cars in this state to-day are Fords, Maxwells, Dodges, Chevrolets and other machines of less than 25 rated horsepower. There are a trifle over 30 per cent of from 25 to 35 horsepower and only 6 per cent running from 35 to 50 horsepower. Less than 1 per cent are of 50 horsepower or more. These facts are brought out for the first time by figures just compiled by Secretary of State Francis M. Hugo in connection with his official capacity as head of the state Motor Vehicle Bureau.

Some interesting features are revealed by the figures. For instance, Central and Western New York, comprising what is termed the Buffalo automobile zone of twenty-two counties, has the bulk of the lower priced cars of the state, but when it comes to higher powered and higher priced cars the metropolitan district overshadows the rest of the state in a most marked degree. In cars of from 50 horsepower and upward New York last year had 466, as compared with sixty-nine in the Buffalo district and ninety-nine in the Albany zone.

The figures tell the story in a nutshell. They follow:

Registration	New York	Buffalo	Albany	Total
Less Than 25 H.P.	28,442	84,221	76,884	289,547
25 to 35 H.P.	15,022	34,709	28,079	117,810
35 to 50 H.P.	16,784	6,181	2,892	25,857
Over 50 H.P.	69	99	634	802
	141,911	124,200	98,748	364,859

These figures do not include any commercial cars, neither do they include the 8,000 passenger cars which were exempt from registration fees last year.

Tells Features of Apperson Jack Rabbit

Glessner Gives Three Points to Explain Sales Popularity of Car

In explaining the popularity attained by the new Apperson Jack Rabbit, C. M. Glessner (formerly with the Packard Motor Car Company), sales manager of the L. W. Mumford Company, Inc., gives three factors, the low price of the car, the mechanical features, the economy of operation and upkeep.

"Beyond question the large sales result from the ever increasing appreciation of the fact that the Apperson Brothers, who built the first commercially successful automobile, twenty-seven years ago, have been for every improvement," says Mr. Glessner.

This Is the Deep Technical Stuff : : : : : By BECK



her. "Some of the few main features are:

"Eighty less parts in the motor, more than 1,000 pounds less in weight than any other high class vehicle in the car, as well as being a sweet running, easy-riding, durable, powerful, economical and speedy eight-cylinder car. The Apperson Jack Rabbit has advanced body lines, aluminum dash, distinctive lamps, upholstery and other exclusive features. The new models now on display are creating a new interest in automobile circles."

Nash Product in South Africa

W. L. Reeder, a native of Michigan, who has lived in the Transvaal for sixteen years, has made a contract for the distribution of Nash cars and trucks in Johannesburg, South Africa. His is one of a number that have recently been made by the export department of the Nash Motors Company for representation in various far distant parts of the world.

Holmes Car Opens New Agency in Town

Air-Cooled Automobile, with 18 Valves, Has Salesrooms on Central Park West; Personnel of Organization

A brand new Holmes air-cooled car with eighteen valves will be put on exhibition soon in this city by the Holmes Motor Car Company of New York in salesrooms that are being prepared for occupancy at 7 Central Park West. The company is a new organization, with territory that includes greater New York, all of Long Island, Westchester and Rockland counties and several townships in Fairfield County, Conn.

C. A. Chandler, formerly of the Franklin Automobile Company and more recently an associate of Arthur Holmes in the Holmes Automobile Company at Canton, Ohio, is president. S. A. De Lano, vice-president, has just been released from the air service. He was in charge of aeronautical instruction at a Western field. He is a son of S. S. De Lano, treasurer of the American Car and Foundry Company. R. S. Suydam, treasurer, is a Pittsburgh man.

D. M. Kingsley, secretary and director of sales, has both in the automobile business since 1907. He started in Brooklyn with L. C. Kirkham, and after selling experience in St. Louis was associated later with the Locomobile branch here and afterward with the

Greene Motor Car Company in Newark. The last two years he was in the air service, leaving the army to go with the Holmes agency here.

The Holmes car, which made a distinguished debut at the New York show in 1918, is the product of Arthur Holmes, formerly vice-president and for seven years chief engineer of the Franklin Automobile Company. Those two are the only air-cooled cars on the market. Holmes' experience in the aircraft field in the war period is being worked out now in the new car. The engine, for instance, has three valves to a cylinder, one intake and two exhaust, adding considerably to its power. It has detachable cylinder heads. The body rests on full elliptic springs, a feature which adds considerably to ease of riding.

It is probable that before the first of May the Holmes Motor Car Company of New York will be fully ready for its sales campaign in this territory. Not only will sample cars be on display, but shipments from the factory will have commenced, so that deliveries will be promptly made. The principle of air cooling, thoroughly worked out in the Franklin car, needs no argument at this date, and the Holmes car, because of its designer's association with the Franklin, is expected to have no trouble in making its way.

Goodrich Brothers Advanced

Charles C. and David Goodrich, brothers, and sons of the late Dr. B. F. Goodrich, founder of the B. F. Goodrich Rubber Company, have received simultaneous promotion from the War Department. Charles C. has been promoted from major to colonel. His brother has been elevated from the rank of major to lieutenant colonel. Dr. Goodrich himself served in the Civil War just prior to founding the Goodrich company. The sons are members of the board of directors of the company.

Speedway in Good Shape

The Indianapolis Motor Speedway has not only survived all speedway courses as the parent track of the country but has also overcome all physical handicaps. The two and a half mile stretch of brick is as firm and smooth to-day as the day it was laid. The Liberty Sweepstakes, which

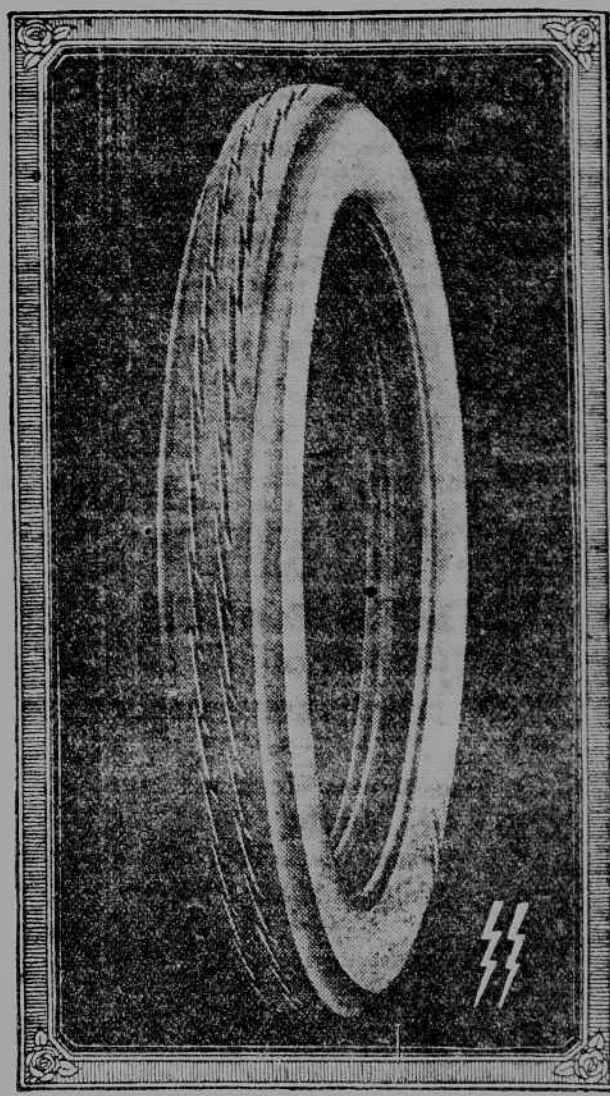
will be run May 31, is the first 500-mile race since 1915.

"First Car" Gets No. 1 Again

For the sixth successive year License No. 1 has been given by the State of Indiana to the Haynes Automobile Company, makers of "America's First Car."

Zinc for Running Boards

Running boards for automobiles, instead of being confined to those with lineoleum coverings, are now being finished in rolled zinc. It is claimed for this metal that it is non-corrosive and takes a polish well.



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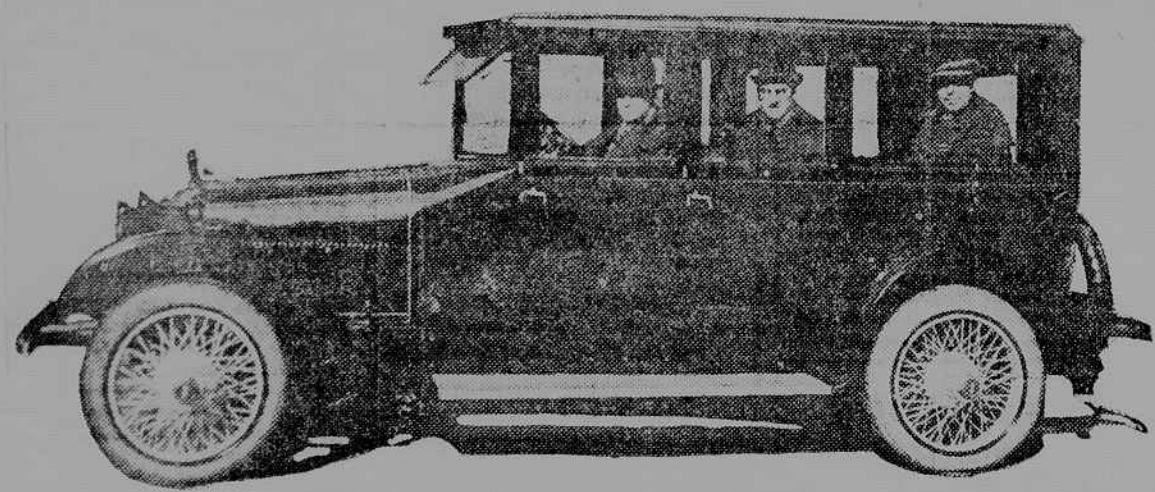


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A Case of "Stop, Look and Listen"



George Cort, who wrote "Listen, Lester," is at the wheel of the Premier car he bought from Kaufmann-Stowers, the local dealers.

Partridge Now Heads His Own Motor Car Firm

Veteran of Automobile Merchandising Lends Name to Organization of Owen Magnetic and Liberty

Without a single change in the make-up of its organization, the Owen Magnetic Motor Sales Corporation last Friday became the E. S. Partridge Company, Inc., and moved from Fifty-seventh Street and Broadway to much larger quarters in the Circle Building, at 1226-1228 Broadway. Here

it is unusual for a concern to make so important a move without a single change in its personnel from president to errand boy. The only difference to be noted in this instance is that the new name and the new location carry with them unusual possibilities for expansion and service.

The Owen Magnetic and Liberty Six lines will be handled under the new name exactly as they were handled under the old. E. S. Partridge, one of the best known automobile men in the country, who was president and director of sales under the old name, continues in those capacities. In addition to this, he will direct the sales of the Liberty Six, which heretofore has been marketed under the firm name of the Trailer Company of New York, but always has been a subsidiary of the Partridge organization. Fred Titus, who is very well known to the New York buying public, continues with the company as sales manager, and Julian Halford as treasurer.

The Owen Magnetic and Liberty service station, at 1224 Street and Fifth Avenue, continues under the direction of R. W. Stanley, who has been associated with the Owen Magnetic interests as chief engineer for the past eight years. An alien of the equipment he controls may be gained by the statement that the first 300 Owen Magnetic cars were built at this same service station under his supervision. E. S. Partridge, whose name the new company takes, has nineteen years of automobile merchandising in New York City to his credit. When he joined R. W. Stanley, who is responsible for the development of the Owen Magnetic, the car had only just come through its experimental stage and was ready to be offered to the public. This was five years ago. Since then Partridge has sold the Owen Magnetic most successfully to the most discerning buyers of automobiles in the world—the New York public. Many of the leading business men and society women of the city are owners of Owen Magnetics, some of them having as many as five.

The first car turned over to Partridge for a demonstration is being used regularly even now in Java, and already has a record of over 100,000 miles to its credit. After selling an Owen Magnetic to the King of Spain by correspondence, Partridge shipped nineteen others to some of the best families in Spain. Whenever it was possible to obtain shipping licenses during the great war Owen Magnetics were sent to Cuba, South America, Japan, Denmark and other countries.

Partridge surrounded himself with an organization whose sales energies outstripped production, and before very long it became evident that if the sales force was to be held together it would be necessary to take on an additional line of cars. After a canvass of the field the Liberty Six was selected. It was more than a coincidence that a line of cars should be taken on that had another Owen—not related at all,

however, to R. M. Owen—at its head as president, R. M. Owen, of the Owen Magnetic Company, and Percy Owen, president of the Liberty Motor Car Company, stand for the same principles in motor car construction and merchandising. Furthermore, the Liberty Six seemed to be the logical car, because, besides Percy Owen, those responsible for its manufacture were men who had made their reputations with the Packard, Tinsken, Continental and other companies.

Sales of both the Owen Magnetic and Liberty Six since the automobile show have been phenomenal, and there is every indication that the move of the company to larger quarters will result in a further expansion of its business. This would not have been possible had the company not promptly given up its smaller quarters when the increase in business clearly indicated it had outgrown them.

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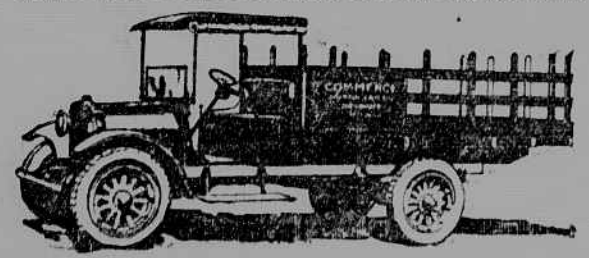
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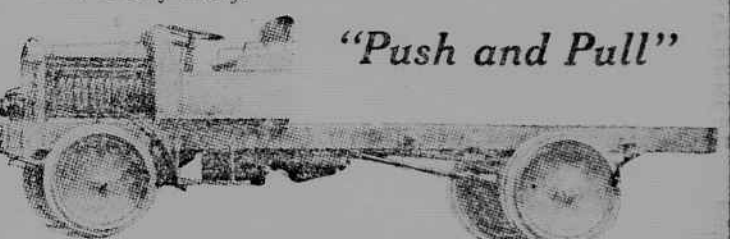
"Victoria," Tribune, New York



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